



Retailers

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News Just For

KENTUCKY CRAFTED: THE MARKET 2005



Register On-line!

For the first time ever, Kentucky Craft Marketing Program is not taking registration for Kentucky Crafted: The Market via snail mail. Register for the 2005 Market by visiting our web site or calling 888-592-7238, ext. 4801. There are many exciting components of the upcoming Market and we hope you will take just a few minutes to review and plan to be a part of them upon reading this article.

Our web site is www.kycraft.ky.gov. Once there:

- Click on **Where To Buy** in the menu on the left side
- Next click on **The Market**
- Click on **Information for Trade Buyers & the Public** when it pops up
- Now click on the blue text on the right side that reads **Register Now to attend The Market**

Enter the requested information relating to your business in the spaces provided and hit submit. That's all it takes! Look for confirmation e-mail shortly or if you registered over the phone, a confirmation letter will be sent to you via U.S. mail. Hopefully this change in registration will simplify the process and consequently take up less of your valuable time. Buyers will receive a brochure in the mail as a reminder to register for the Market in one of the manners described above.



2005 Market Rack Cards Available

We would love to send you several of these colorful 4"w x 9"h cards for your store. Use them at point of sale to let customers know how they can meet some of the best craftspeople, 2-D artists, authors, musicians, and food producers in Kentucky and the region. Contact Beau Haddock, Media Communications & Marketing at 888-592-7238, ext. 4817, to let him know how many you need. Each card offers \$1 of adult admission. Children 15 and under are FREE.

Kentucky Artisan Center at Berea

Best Seller List

The New York Times doesn't have anything on us. We thought you might appreciate seeing what's selling at Kentucky's largest state-run retail space. The Kentucky Artisan Center opened in the summer of 2003 with much fan-fare and anticipation. With over 5,000 square feet of shopping and exhibit space, the Center serves as a great testing ground for new products and current market trends. Recently, Victoria Faoro, Executive Director, reported numbers that far exceed expectations prior to the Center's opening. Records indicate that more than 125,000 visitors have explored the amenities of the Center, with total annual sales expected to exceed \$1,000,000 by the end of December. Those numbers create an average sale of \$8 per visitor.

Here's what made the Top Ten Best Seller List:

TOP RANKING BASED ON QUANTITY SOLD

- #1 Assorted KY postcards
- #2 KY wildflower magnets
- #3 Wooden snowflake ornaments
- #4 Rock candy swizzle sticks
- #5 Spoonbread mix (5.5 oz. package)
- #6 Cornshuck lillies
- #7 Small cornshuck angels
- #8 Cornshuck iris
- #9 Blue Monday candy bars
- #10 Mini wooden toy vehicles

TOP RANKING BASED ON SALES DOLLARS GENERATED

- #1 KY wildflower magnets
- #2 Assorted mini wooden hats
- #3 Wooden ladderback rocker
- #4 Small cornshuck angels
- #5 Wooden salad tongs
- #6 Assorted KY postcards
- #7 Folding baskets
- #8 Beeswax ornaments
- #9 Large children's tee pee
- #10 Starfish paperweight

**Vendor Information for above products can be obtained from Vallorie Henderson at KCMP offices*



CRAFTS IN FOCUS: Are You Ready For Chris Moose?

Gail Cohen Designs is! When asked recently about new products for the upcoming holiday season, fiber artist Gail Cohen proudly displayed the newest design motif for colorful union suit type long johns in her line of batik clothing and table linens. Based in Lexington, Cohen is originally from New York, but became a Kentucky resident many years ago when her husband joined the faculty of the University of Kentucky. Twice a year the Brooklyn native returns to her home state to participate in Kentucky Craft Marketing Program's booth in the New York International Gift Fair. Here, her complete line, everything from scarves and shawls, all sizes of cotton bags, casual resort wear for adults, aprons, socks, and even custom designed baby wear items are marketed to the almost 45,000 international wholesale buyers that attend the New York show.

Best selling colors and patterns are bright and always fun with combinations like hot pink and orange tall chickens, cobalt and azure horses, and spring green pea pods to name a few. The full range of Cohen's skills are demonstrated when she creates elegant hand drawn one-of-a-kind wall hangings. Tasteful Hanukka items are also available for the upcoming Jewish holiday. Gail Cohen Designs is a member of the current Platinum 10 group within the Kentucky Craft Marketing Program. Contact information is:

Gail Cohen Designs, 309 Cassidy Avenue,
Lexington, KY 40502-2559
(859) 269-5724
Email: gailsart@worldnet.att.net

Who Cares About Trends Anyway?

Trends are a tricky concept when it comes to art and fine craft. Craftspeople deal with trends in many different ways - from ignoring them, to offering their unique interpretations, to following them to the letter. On one hand, craftspeople pride themselves on creating trends with the cutting-edge work they do. On the other hand, they need to make a living.

The craft marketplace is not the mainstream marketplace. Fine craft products are attractive to less than two percent of the buying public. Historically, most art has not been market driven. That is as relevant today with collectors and retailers as it was in medieval times with the church (then the sole underwriters of art) or during the Renaissance with wealthy art patrons.

The extent to which trends play a part in the creation of artists' work seems to depend on the venues through which they choose to sell it. Exhibitors at handcrafted wholesale gift shows can't afford to ignore trends. They might choose to peruse mail order catalogs and interior design magazines to see what trends are out there, and tailor their new color schemes or themes around what they've seen. They don't feel the need to apologize for it, they just need to create what people are looking for.

Retailers need to be equally savvy on trends in order to offer their buying public what they want. The old saying of "It takes one to know one" is true and this is one small way in which both camps can work to establish trusting business relationships that last a long time.

Most craft industry experts feel that if the craft field is to grow and become even more relevant in people's lives, attention must be given to consumer trends. Trends are caused by what is happening in the world, such as an aging population, reactions to the pressures of technology, etc. All of these trends only support our cause for the importance of one-of-a-kind, beautiful work in our everyday lives.



MEET THE RETAILER:

Mulberry Junction Madisonville, KY

Offering 2,200 square feet of retail space, this Kentucky Collection pilot store is situated in the middle of downtown Madisonville. "Center Street is a one way street", says Val Dreusicke, owner. "You have to go by here whether you're going to Wal-Mart, the bank, or to church. My job is to make them stop and come into the store." Dreusicke has been doing this for five years in the current location and two years before that at another location.

She represents over 30 vendors of Kentucky products. For the past seven years Dreusicke has taken the opportunity to say thanks to her "customers that turn into friends." She recently hosted a special invitation-only premiere and open house for her customers. Mulberry Junction is one of thirteen Kentucky Collection pilot stores chosen to participate in the project. Products in the Collection represent quality, moderately priced Kentucky crafts, food, books, music, and visual art.



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